

A man wearing a cowboy hat and a denim jacket is shown from the chest up, looking down at a lit cigar he is holding in his right hand. The scene is dramatically lit with a strong red light source from the left, casting the man's face and hat into deep shadow. A large, bright white circle, resembling a full moon, is positioned in the upper right background. The word "Marlboro" is printed in large, bold, red letters on the left side of the image, partially obscured by the man's head and the cigar.

Marlboro

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

B-Header

01620-C3 © Philip Morris Inc. 1996
16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

01620-C3
Source: <https://www.industrydocuments.ucsf.edu/docs/mhvp0003>